1992 ACTUAL VS. BUDGET
BRISTOL DIRECT MARKETING
(IN THOUSANDS OF DOLLARS)

	1992 ACTUALS	1992 EXPECTED	VARIANCE	1991 ACTUAL
ADVERTISING				
MAGAZINES	$161	$162	(1)	
SUPPLEMENTS/FSI	122	144	(22)	466
NEWSPAPERS	48	49	(1)	177
1991 ADVERTISING REVERSAL	(6)	(100)	94	0
OUTDOOR	1,073	1,070	3	1,501
AGENCY PRODUCTION	223	300	(77)	605
SUBTOTAL- ADVERTISING	1,621	1,625	(4)	2,749
EVENT SPONSORSHIP	0	0		0
RETAIL PROMOTIONS				
B3G1F AND B1G1F	6,269	4,737	1,532	
TRADE-KEY CHAINS	62	160	(98)	
ESCALATING CASH	888	1,107	(219)	
BACKER		400	(400)	
PRODUCT PROMOTIONS				7,822
LOWEST PROMOTIONS				1,346
WHOLSALE PAYMENTS	21		21	159
SUBTOTAL- CONSUMER INCENTIVES	7,240	6,404	836	9,327
COUPONING				
ON CARTON COUPONS	43,136	44,843	(1,707)	26,700
FSI	165	165	0	412
COUPON FUNDS FROM BUCKS	0	200	(200)	
COUPON CREDITS	(3,214)	(600)	(2,614)	(27)
SUBTOTAL- COUPONING	40,087	44,608	(4,521)	27,085
DIRECT MARKETING				
DIRECT MAIL	0	0	0	0
SUBTOTAL- DIRECT MARKETING	0	0	0	0
PERM & TEMP POS/ARTWORK				
PERMANENT POS	50	200	(150)	1,046
TEMPORARY POS	855	969	(114)	2,271
ARTWORK	348	120	228	602
SUBTOTAL- POS	1,253	1,289	(36)	3,919
SAMPLING/OTHER PROMOTIONS				
PACKAGE DESIGN	3	0	3	
OTHER	41	0	41	103
INTRO OFFERS				1,585
SUBTOTAL- SAMPLING	44	0	44	1,688
TOTAL BRAND PROGRAMS	$50,245	$53,926	(3,681)	$44,768

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Source: https://www.industrydocuments.ucsf.edu/docs/qkxm0004